

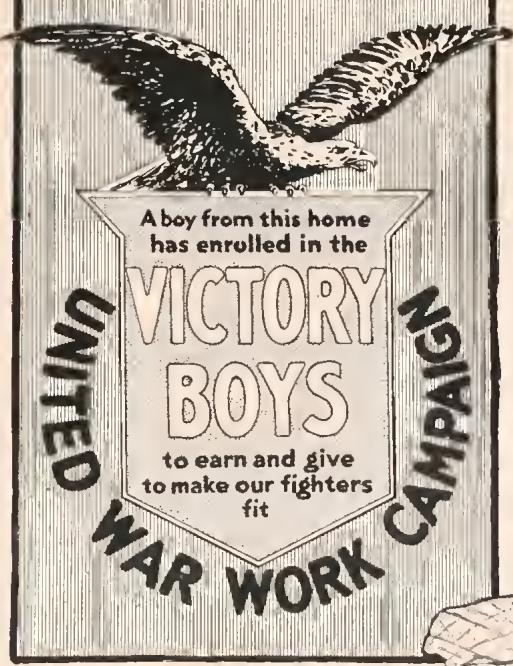
The VICTORY BOY

VOL. I

SEPTEMBER 27, 1918

NO. 1

The Boy's New Emblem of Service



United War Work Campaign, Boys' "Earn and Give" Division, Headquarters 347 Madison Ave., New York

The President Requests a United War Work Campaign

PRESIDENT WILSON'S request, contained in his letter on this page, that the seven officially recognized agencies engaged in welfare work among our land and naval forces join in a single fund-raising campaign, was acquiesced in immediately by those organizations which at once agreed upon plans for a combined drive November 11-18, under the name of the United War Work Campaign, for a fund of \$170,500,000 with which to continue their war work during another year.

Representatives of the seven agencies decided unanimously so to extend the scope of the drive as to afford to the boys and girls of America opportunity to do their share in this great work of caring for our fighting men.

In accordance with that decision a Boys' "Earn and Give" Division, and also a Girl's "Earn and Give" Division, have been authorized, each as an integral part of the whole campaign; and the details of their organization have been worked out and approved.

It is intended that these two features of the campaign shall carry to every American boy and every American girl, every boy and girl of every religion and of every race, an opportunity to share by service and sacrifice in the winning of the war.

"Victory Boys" is the name of the Boys' "Earn and Give" Division. "A million boys behind a million fighters" is its slogan. "Victory Girls" is the name of the girls' division. Its slogan is "Every girl pulling for Victory."

Dr. John R. Mott is the Chairman of the Executive Committee and Director General of the United War Work Campaign.

PRESIDENT WILSON'S LETTER

"The White House,
Washington, Sept. 3, 1918.

"My Dear Mr. Fosdick:

"May I call your attention to a matter which has been recently engaging my thought not a little?

"The War Department has recognized the Young Men's Christian Association, The Young Women's Christian Association, the National Catholic War Council (Knights of Columbus), the Jewish Welfare Board, the War Camp Community Service, the American Library Association, and the Salvation Army as accepted instrumentalities through which the men in the ranks are to be assisted in many essential matters of recreation and morale.

"It was evident from the first, and has become increasingly evident, that the services rendered by these agencies to our army and to our allies are essentially one and all of a kind and must of necessity, if well rendered, be rendered in the closest co-operation. It is my judgment, therefore, that we shall secure the best results in the matter of the support of these agencies, if these seven societies will unite their forthcoming appeals for funds, in order that the spirit of the country in this matter may be expressed without distinction of race or religious opinion in support of what is in reality a common service.

"This point of view is sustained by the necessity, which the war has forced upon us, of limiting our appeals for funds in such a way that two or three comprehensive campaigns shall take the place of a series of independent calls upon the generosity of the country.

"Will you not, therefore, as Chairman of the Commission on Training Camp Activities, be good enough to request the societies in question to combine their approaching appeals for funds in a single campaign, preferably

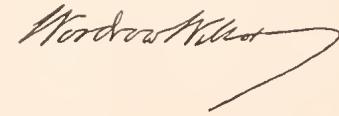
during the week of Nov. 11, so that in their solicitation of funds as well as in their work in the field, they may act in as complete co-operation and fellowship as possible?

"In inviting these organizations to give this new evidence of their patriotic co-operation, I wish it distinctly understood that their compliance with this request will not in any sense imply the surrender on the part of any of them of their distinctive character and autonomy, because I fully recognize the fact that each of them has its own traditions, principles, and relationships which it properly prizes and which, if preserved and strengthened, make possible the largest service.

"At the same time, I would be obliged if you would convey to them from me a very warm expression of the Government's appreciation of the splendid service they have rendered in ministering to the troops at home and overseas in their leisure time. Through their agencies the moral and spiritual resources of the nation have been mobilized behind our forces and used in the finest way, and they are contributing directly and effectively to the winning of the war.

"It has been gratifying to find such a fine spirit of co-operation among all the leaders of the organizations I have mentioned. This spirit and the patriotism of all the members and friends of these agencies, give me confidence to believe that the united war work campaign will be crowned with abundant success.

"Cordially and sincerely yours,



Dr. Mott Endorses "Victory Boys" Plan

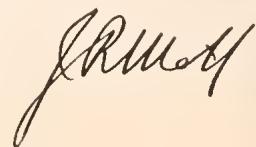


I AM rejoiced to know of the "Victory Boys" plan to enlist 1,000,000 boys of this country to earn and give towards the great United War Work Campaign. In this effort to secure a fund of over \$170,500,000 for helping the soldiers and sailors, it is a splendid idea to have

the American boys line up with the men and women of the country.

By their work, their gifts, and their sacrifice, these 1,000,000 boys will exert a great influence on multitudes of others. They will be having a most practical and vital part in the winning of the war. They will be bringing comfort and cheer to our millions of soldiers and sailors. They will be identifying themselves with the great purpose of our nation and the Allies.

In all the coming years of their lives these "million boys behind a million fighters" will look back to these days with sincere gratitude. In these greatest days in the life of our generation, it is a great thing for the boys, who are the leaders of tomorrow, to be in the heart of this wonderful enterprise.



"Victory Boys" Earn and Give Division

EVERY boy of proper age will be given an opportunity to back our American fighters by enrolling in the "Victory Boys" Division of the United War Work Campaign.

The Main Purpose

THE chief aim of the "Victory Boys" effort is the development of boys in intelligent, sacrificial investment of their lives in behalf of the "great cause." The appeal is to *earn and give*.

The gift of money should result in a challenge to full preparation for the largest usefulness in the reconstruction days ahead and in a growing consciousness of the spiritual significance of the gift of life and talent in the cause of righteousness.

The "Victory Boys" division of the campaign should prove an inspiration and stimulus to increased effort by men in the general campaign. Learning of the sacrificial price the boys pay on the "earn and give" basis, men and women will give larger amounts and work harder.

Enrollment

ENROLLMENT consists in signing a statement of purpose to "earn and give" towards the work of the seven organizations mentioned in the President's letter on the opposite page. Each boy states the amount he will plan to "earn and give" toward the total. Thus the boys' purpose is to share in the raising of the entire \$170,500,000.

Upon signing up each boy will receive an enrollment button, also a home window banner as illustrated on the front cover. When payment is completed each boy will be given an engraved certificate-receipt.

Subscription or Pledge Unit

TO provide the comfort and cheer activities through the work of the seven organizations for one American fighter costs approximately \$5.00 for five weeks.

A majority of the boys will enroll to earn and give \$5 at least. Some will pledge to cover the expense for six months or a year of privileges. To show what \$5, \$10, \$25 or \$50 will do will be to enroll larger numbers at these amounts.

No effort should be spared to make it clear that a real sacrifice is necessary. However, each boy should be urged to pledge only what he fully expects to earn and give.

Boy's subscriptions and payments will be a part of the total campaign quota for each department, state, district, county, city or town.

Payments may be made in full or in installments, at the same time as in the general campaign.

No boy should be allowed to secure gifts for any part of his pledge. He may utilize his savings, provided they represent his own earnings.

In presenting the opportunity to boys, it will be wise to tell the story of the need and when feasible leave the solicitation of pledges from boys to personal calls or visits by workers. This will tend to emphasize the necessity for hard work and payment in

full. Whenever it becomes necessary to take subscriptions in connection with meetings, speakers and workers should give special emphasis to the need for early and complete payment.

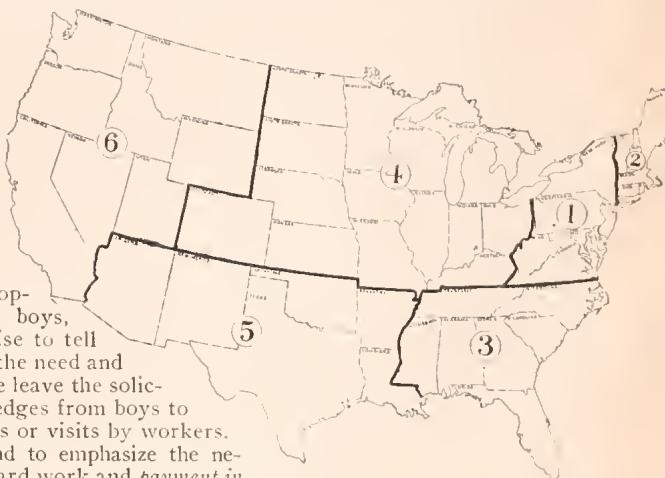
The Goal—One Million Boys

THE definite goal is the securing of 1,000,000 boys, each to "earn" and actually "give" at least \$5.00. Boys who "pay the hard price" is the real goal. On this basis, the goals of the different departments as outlined on the map below, are as follows:

Suggested Departmental Goals

1. Eastern Dept..... 270,000 boys
2. Northeastern Dept... 65,000 boys
3. Southeastern Dept... 155,000 boys
4. Central Dept..... 390,000 boys
5. Southern Dept..... 110,000 boys
6. Western Dept..... 45,000 boys

State, county and city or town goals may be adopted on the same basis—approximately one-ninth of the boy population for 1910. The campaign should challenge every boy in the open country and rural communities as well as in the cities.



Bishop Muldoon Heartily Commends the Plan



I HEARTILY commend the effort to enroll "A million boys behind a million fighters" as "Victory Boys," and an adequate number of "Victory Girls" to accept the same challenge in the "Earn and Give" Divisions of the United War Work Campaign.

A boy or girl by enlisting in the "Earn and Give" Divisions can have a direct personal part in the Great World War. Each of them can thus fight and help win.

What an inspiration it will be to each of our fighters to know that one boy or one girl has earned and given \$5.00 for his comfort and cheer.

We cannot furnish an enlisted man better proof of the solid backing of a closely united nation,

nor can we find a better way of doubly reassuring him in his great trials, of the sincere personal interest we have in him than by enlisting one million or more of our young people to make personal sacrifices for him.

J. J. Muldoon

Chairman, National Catholic War Council.

National Organization Plans

THE organization of the boys' division of the general campaign is under the direction of the General Campaign Committee representing the seven organizations. This committee early decided that the "Victory Boys" with their slogan and "earn and give" effort should be an integral part of the whole campaign and parallel the general campaign at every point—nationally, by departments, by states, by districts, by counties, by cities, by towns and out into the rural communities.

"Wherever the organization of the campaign goes, the men in charge should

make certain that a committee of men be charged with the responsibility to inaugurate and push to successful conclusion the enrollment of boys to 'earn and give' and to pay their pledges in full. The responsibility rests with the general campaign director in each place to think and plan in terms of boys to earn and give as well as to secure gifts from men and women."

The General Campaign Committee unanimously elected Dr. John R. Mott as director general of the United War Work Campaign. He appointed the National Director of the boys' "earn and give" division of the campaign.

The six Department Directors ap-

pointed their department boys' directors. These men are directly associated with and under the general direction of the campaign directors within the designated areas. State, district, county, city and town executive secretaries or committees of the boys' division are similarly related to the officers and committeemen of the general campaign within these smaller sections.

The national bureau of publicity and the national speakers' bureau covers the boys' effort and cooperates in every possible way.

First Steps in Local Organization

IN every place, small or large, the nucleus of the staff of the boys' workers' organization should be secured as soon as possible. This should be a subdivision of the men's local organization in every case. As fast as they are set up, these preliminary organizations should be reported to the State Directors of the Boys' Campaign, by them to the Department Boys' Executive Secretaries, and by them to the national headquarters.

When possible, older boys' planning conferences should be held as early as practicable. In addition, state conferences and district and county patriotic meetings may wisely be held, not merely to recruit and train boys for the campaign, but to give a sufficiently challenging motive for the large task of the years of opportunity ahead. Special suggestive programs and plans are available.

No public meetings in connection with the campaign should be held during the period of the Liberty Loan drive, Sept. 28 to Oct. 18.

The local plans for the boys' division of the campaign should include the following matters:

1. Secure the appointment of a boys' division committee to inaugurate and push to successful conclusion enrollment of boys to earn and give and to pay their pledges in full. The local General Chairman or Campaign Director should appoint this committee and be certain that it adequately represents the various local agencies that touch the boy life of the community, including all creeds. It must be in fact a *hard working* committee. The Chairman should be a vice-chairman of the general committee.

2. Organize these men and the older boy leaders into an effective working force, with necessary sub-committees to plan fully the effort among every boy of proper age in the community.

3. Plan the details for enrolling the boys to pledge to earn and give, by means of
 - (a) Special presentation of the need,
 - (b) Personal solicitation.

4. Work out plans for helping to provide employment for those who pledge to earn and give.

5. Develop an effective plan for collecting and reporting the pledges, issuing certificate receipts, etc.

6. Before the campaign starts adequate plans should also be made to follow-up with information and challenge to patriotic service as well as provide for payment in full of each boy's subscription.

7. Confer with county, district and state leaders for help in setting up the "Victory Boys'" plan.

8. Read all the material in this pamphlet.

9. Secure printed matter, posters, pamphlets, etc., and plan for wise and wide distribution. The county committee will have all these. If there is additional need write at once to the state campaign committee.

In each locality a leading citizen should be appointed as head of the local Committee in charge of the "Victory Boys." As chairman of the general campaign committee, he may wisely have on his staff an executive secretary, and an employment secretary.

Communities that have raised War Chests may have the "Victory Boys" campaign or not as they prefer. Dr. Mott has prepared a letter that will be helpful in such places.

Jacob H. Schiff Warmly Approves The Plan



THE President of the United States has requested a United War Work Campaign for \$170,500,000 to provide for the activities of seven leading organizations recognized by the War Department to look after the welfare of our fighting forces. This campaign to be undertaken in November presents the opportunity to all boys of proper

age throughout the land, Protestant, Catholic and Jewish, to enroll as "Victory Boys."

The plan has my warmest approval, and should have the hearty support of those dealing with boy life. In this great country of ours there must be 10,000,000 boys under military age, and it cannot be doubted that the majority of these will be eager and proud to be given the privilege of doing something substantial in the way of service and sacrifice for their several million big brothers under arms.

Here is our opportunity and you

boys should consider what it will mean to every one of you if, in later years, when the great effort of this Nation and its Allies to make this a safer and better world to live in shall have become—as it will have become a proud retrospect, you will be able to claim: "We, too, had a part in winning the war; we were 'Victory Boys'!"

Jewish Welfare Board.

Observe Child Labor Laws

NATIONAL sentiment as expressed in recent legislation urges the prohibition of work by boys under 14 years of age during regular working hours for pay. In many states there are local laws which govern this matter in greater detail.

These laws are for the good of the boy and should be observed to the letter. Boys who seek work in order to "earn and give" should know these laws and live up to them.

Leaders are urged to become thoroughly familiar with federal and state laws and municipal regulations which govern these matters. They are also cautioned to use their best efforts to promote no work that will interfere with the boys' school work or in any way undermine their physical health or moral character.

Full compliance with existing child labor laws is necessary everywhere. For that reason regular work by "Victory Boys" would best be confined to boys over fourteen years of age.

Boys Under 14 Years

IN most states work by boys under fourteen in factories, mills, workshops and stores is illegal and should not be countenanced.

Messenger and delivery work are not allowed in some states.

In view of the dangers involved in messenger work, newspaper selling, boot blacking and other street occupations it is urged that boys under 14 be not allowed to earn pledge money in any of these tasks.

Boys Between 14 and 16 Years

Work by boys fourteen to sixteen years of age in factories, mills, workshops, and stores in most states is subject to local laws regulating hours of employment, night work, dangerous occupations, etc.

Every Victory Boy Must "Carry On"

IT should be impressed upon every boy who enrolls in the Victory Boys to back up a fighter, that he must see the thing through.

He is pledged to do his share in a great, nation-wide effort of service and sacrifice, to do his part, and a most important part, in the winning of the war.

And it is important to the country that he should finish his task; it is

In practically all states this work to be legal can only be engaged in by boys after obtaining the required work permit.

It is urged that boys avoid employment in certain types of canning factories and other kinds of employment obviously undesirable for boys of these ages.

Boys Over 16 Years

Most states have no protective laws for boys over 16. It is urged, however, that no boys be led into work that might subject them to exercise under physical strain or tend to undermine their morals.

At all ages work not under careful and close supervision should be discouraged. It will tend to untruthfulness and a temptation to cheat and involves other grave dangers to mind, muscle and morals.

A complete summary of existing laws in each state is given in "*Child Labor Laws in Brief*," published at 25 cents, by the National Child Labor Committee, 105 East 22nd Street, New York.

Avoid Street Solicitation

SOLICITATION of money or pledges is not earning. One of the chief objectives of the Boys' Division of the Campaign is the development of character through sacrifice. It is clear that this purpose would be defeated if boys solicited money rather than earned it.

Therefore, requests by boys should not be made for gifts of money, and the use of various devices and plans for the collection of money by boys should be carefully avoided.

Boys should not be allowed to collect money on the streets, in theatres, or in other public places.

Americans the country has ever produced. Few indeed of those who line up to earn and give will need to be urged to "carry on" to the end. Very many instead will have to be watched and cautioned to prevent them from over-doing. This danger must be guarded against.

Still it remains important to emphasize the need of seeing the thing through; and we must not fail to see that every enrolled boy is really fired by the true spirit of service and sacrifice.

This challenge of the "Victory Boys" calls for the greatest united effort the boys of America, or of any other land, have ever faced. It is the greatest call upon them as workers, and the greatest call upon them for personal sacrifice as contributors to the life of the nation and the welfare of the world, in the nation's and the world's greatest crisis.

And it is more than a challenge to the patriotism of the boys, it challenges every adult leader to aid in bringing to the boys a full realization of their responsibilities.

"Victory"

A YOUNG fellow upon entering college and being assigned his room in the dormitory, placed above the door of his room a large placard with the letter "V" painted on it. Every time he went out of his room this letter "V" faced him. His college mates endeavored to find out what the letter signified but he refused to divulge its meaning.

At the end of his four year course, when he had completed the valedictory and had entered his room with one of his class mates this friend turned to him and said:

"Frank, do you mean to tell me that the "V" upon the card meant Valedictory?" "Yes," replied Frank, "that's just exactly what it means. Four years ago, on the first day of my college life, I put that placard with the "V" above my door so that it would spur me on to do my best."

LET one million boys with red blood, push and genuine patriotism in their make up change the word beginning with the big letter "V" to Victory and get behind a million fighters by enrolling in the "Earn and Give" division of the United War Work Campaign. This will help win the war in no uncertain way, for when the big brothers over there once hear of what the other brothers over here are doing it will cheer them and spur them on to Berlin in double-quick time.

important to the fighter the boy is backing; and it is far more important still to the boy himself. He should no more think of quitting before reaching the goal he has set for himself than the soldier he is backing would think of quitting on the battle field.

Fortunately we are not a nation of quitters, we Americans, and the boys of today are the finest young

General Information for Speakers and Workers

GENERAL CAMPAIGN SPEAKERS SHOULD REFER TO THE BOYS' DIVISION PLANS IN ALL SPEECHES

AS the boys' "earn and give" division of the United War Work Campaign is an integral part of the whole effort to secure \$170,500,000, all speakers share responsibility for promoting the success of this important feature of the drive. Each speaker in the general campaign should know the plan and scope of the boys' effort, and in addressing audiences of adults should mention the fact that "a million boys behind a million fighters" is the slogan of the boys' division, the chief aim being to develop in boys intelligent, sacrificial investment of their lives in behalf of the "great cause."

Every speaker addressing general audiences should be impressed with the fact that the boys' division will prove an inspiration and stimulus to increased effort by men during the drive. Men gave larger amounts last year, and men workers in last year's drive worked harder, when they learned that boys were paying a sacrificial price on the "earn and give" basis. To all speakers before general audiences, therefore, the "Victory Boys" feature of the campaign will prove an asset.

Selection of Speakers

SPEAKERS from out of town who are to address adults, frequently can also be made available for boys' meetings, at schools or stores, or shops.

Special speakers to boys should be secured and routed by the department and state speakers' bureau.

Local men with particular talent in speaking to boys should be enlisted to talk to boys at home and in neighboring centers. These can frequently be secured from the ranks of business or professional life.

Returned soldiers or war workers will have a special appeal to boys. If they are inexperienced in talking to boys, they can be secured to share the allotted time with men accustomed to this work but who are minus the actual story from the front.

A few carefully selected and trained older boys can be secured from the colleges, schools, or from the ranks of employed boys.

Suggested Topics for Speeches

THE best "appeal" to boys is to make real to them the hard price our own soldiers and sailors are paying "over there" and then present a challenge for boys here to share by assuming difficult tasks with a similar sacrificial spirit.

The record of some particularly hard and disagreeable job cheerfully assumed and thoroughly done by a soldier or sailor will bring more results with boys than will the mere recital of some deed of daring.

A few human interest stories of the various campaign agencies will hold the attention and secure the co-operation of boys where a detailed

story of the work of their organizations would fail.

Select from stories on the opposite page the most suggestive facts and tell them in a simple but virile way, remembering that the boys will, in most cases, be mature enough to stand straight - from - the - shoulder blows.

Briefly tell the plan of the "Victory Boys'" effort as outlined above.

Give one or two human interest stories from last year's campaign or from these pages.

Present a digest of the enrolment or pledge card that the boys are to sign. (See page 16.)

In presenting the opportunity to boys, speakers will wisely tell the story of the need and when feasible, leave the solicitation of pledges to personal visits or calls by workers. This will tend to emphasize the necessity for hard work and payment in full. Whenever it becomes necessary to take subscriptions in connection with meetings, speakers and workers should give special emphasis to the need for early and complete payment of pledges.

Urge boys to form a solicitation committee under the direction of the general campaign to secure the enrolment of other boys in the school, store or shop to "earn and give."

If possible, talk with a small group of the most interested boys after the meeting and show the details of the plans as outlined in this issue of *THE VICTORY Boy* and call attention to the special literature available, as illustrated on page 16.

Present to the leaders the organization suggestions that are offered elsewhere in this issue.

SPEAKERS will find the following list of much assistance in preparing talks on

What Boys Can Do

- Digging gardens
- Planting bulbs
- Cleaning silver
- Washing windows
- Scrubbing floors
- Waxing floors
- Varnishing chairs
- Running errands
- Selling magazines
- Picking fruit
- Husking corn
- Gathering nuts
- Picking cotton
- Cleaning yards
- Cleaning sidewalks
- Caring for furnaces
- Mowing and raking lawns
- Sifting and dumping ashes
- Making maple syrup
- Decorating show windows
- Tutoring backward students
- Beating carpets and rugs
- Sawing and cutting wood

- Shoveling snow from walks
- Helping to harvest ice
- Working about a dairy
- Cleaning cellars, attics, and barns
- Painting houses, barns, and fences
- Painting and putting away screens
- Raising guinea pigs and white mice
- Raising chickens, pigs, and squabs, etc.
- Selling butter, eggs, vegetables, and fruit
- Trapping fur bearing animals in season
- Washing automobiles and carriages

- Waiting on table as "extras" in boarding houses
- Making stocking stretchers for ladies who are knitting for soldiers
- Selling pecans, walnuts, etc., especially during the Christmas season
- Selling appropriate religious books and publications for Christmas gifts
- Making needed household articles, such as coat racks, chairs, andirons, umbrella racks, etc., that sell at reasonable prices

"Ammunition" For Speakers and Other Leaders

ALWAYS go armed. It will be necessary now and again to fire at some boy "prospect" or audience, a point blank volley of little, inspiring stories about what other boys have done in the big cause. Here are a few gleaned from last year's campaign.

WHAT CITY AND TOWN BOYS DID

ALTHOUGH he was handicapped by the loss of one arm, a high school boy signed up a pledge to earn and give \$10 and then doubled his task voluntarily in order to give an extra certificate to a "pal" whose crutches and iron-braced legs made it impossible for him to do any hard work. The one-armed lad turned his attention to the beating of rugs.

He made that his specialty and kept at it till his one hand was badly blistered. He kept at it so steadily that the hand was still blistered when he carried the first instalment of his \$20 to the committee. He had turned the blisters into callouses by the time his last payment was made; but he paid his double pledge in full.

* * *

HIgh SCHOOL boys in an Arizona town organized an employment committee and advertised in the newspapers and through the pulpit for work. They made it known they were ready for any legitimate service that would bring them money to be used for the War Fund.

That committee was kept busy answering calls for workers to clean house, to clean back yards, chop wood, clean and tend automobiles, do stenographic work and many other kinds of labor.

And one result was that 98% of the school's pledge money was paid, according to the record, and probably all of it in fact because two of the subscribers to the fund who had left the city wrote back they would take care of their subscriptions from their earnings this summer.

* * *

BILL was one of the boys who signed a pledge card last November. He re-scheduled his sleeping hours after he signed up. He began to roll out of bed every morning at 4:30. He would get into overalls and hustle out to care for the fires in two neighboring apartment houses. The job paid him \$2.50 a week. He had pledged himself only to back up one fighter, but he paid in \$20, enough to care for two, before he was through. Because his job was only temporary it did no physical harm and because of his careful schedule, school standards were maintained.

WHAT BOYS ON THE FARM DID

MOST of a farmer boy's opportunities to earn extra money come after the time when the "Victory Boys" pledges are to be made good, yet the late fall, the winter and the early spring are not profitless seasons for him by any means.

We have heard of several country boys who sold eggs, butter, vegetables and fruit to customers in nearby towns, shipping their wares by parcel post. Some of them had produced what they sold; some bought of dad or mother at farm prices and received retail town prices from their customers.

HERE is the way Tom M——, an enterprising boy of thirteen, built up a business by running errands. He had cards printed with his name, address and telephone number, canvassed his neighborhood, explained that he was ready on call to shop, carry packages or messages or do other errands, and left his cards with prospective customers. Almost at once he had all the work he could do in after-school hours and on Saturdays. He had a bicycle and found it very useful. His charges were moderate but sufficient to make it worth while. There is hardly a community, even a small one, where enough work of this kind could not be built up to help a boy back his fighters for ten or twenty weeks.

* * *

IN Texas a boy earned part of his pledge money by picking and selling figs. At first he picked by himself; then he got a group of Mexican boys to help him. He made enough after that to buy 8 War Saving Certificates.

* * *

BOYS of a high school in Arkansas went in a body to a nearby cotton patch and picked cotton for money with which to make good their pledges.

* * *

DURING the "earn and give" campaign in Canada last May a Toronto boy got 28 others to sign up. When he tackled one boy, the fellow excused himself on the ground that he had no job and couldn't get one. The youthful canvasser pulled out a note book with a list of jobs waiting for boys, took the other lad down the street to a man whose name was on the list, got a safe job for the boy, and then got him to sign a card.

* * *

IN the Christmas vacation high school boys in a Massachusetts town helped to harvest a fine crop of ice. They earned from \$2.50 to \$3 a day and most of them paid their pledges in full before New Year's Day and went back to school with increased vigor.

* * *

THE attention of twelve-year-old Henry ——, up in Vermont, was attracted by the number of hard maple trees on the old home farm. He bought a sap pan and buckets, tapped some trees, and made and sold twelve gallons of maple syrup.

* * *

ANUMBER of farmer boys managed to arrange with their fathers to get extra money by husking corn. Early morning and late afternoon corn husking, on some frost-nipped farm back here in Uncle Sam's homeland has



backed up many an American fighter "over there" where the Hun has spread desolation and the death-grapple is on.

* * *

HANK," one of last year's "earn and give" boys, who lived on a farm, had plenty of work to do but wasn't paid for it. The farm was far from any town or village and he couldn't find a regular "paying" job anywhere, so he turned trapper. He set and looked after his traps before and after his chores mornings and evenings. He turned his pelts into pelf and promptly paid his pledge.

His case, however, was not exceptional; many farmers' sons made good their pledges with money their traps brought in. So did a number of village boys. It is a mistake to think that trapping is not profitable in old settled states. Recently a prominent wholesale fur dealer said that Illinois, Iowa, Wisconsin, Michigan, Missouri and others of the older states furnished the best and most generally satisfactory furs he purchased.

* * *

BEN T——, a boy in the Middle West, put in a lot of his spare time last autumn gathering chestnuts, hazelnuts and hickory nuts, intending to sell them for extra spending money. But when the "earn and give" campaign came along he turned this money into comfort and fun for a fighter. This is a tip for thousands of boys, if it reaches them before this year's nutting season is past. The present food shortage gives greatly increased value to the nut crop that can be gathered easily by the boys of farms and villages.

* * *

DURING the fall there is work in the vegetable gardens which need to be cleared up and put into condition for the winter. Flower gardens, too, offer exceptional opportunities for boys in the autumn when many tender bulbs must be dug and put away until spring.

Old beds containing hardy bulbs can then be found which require rearrangement. Often the bulbs will have multiplied to such an extent that it may be necessary to carefully dig up the bed and reset with only a comparatively small number of the bulbs removed. An energetic, painstaking boy, working under the general direction of the owner, may do this work even if he should have had no previous experience of the kind.

If a boy understands flower gardening, the owner of such an old bed might be willing not only to pay him for his work but to give him the surplus bulbs as well. These he could use in setting out new beds for other persons, in which case he could charge for the bulbs, which are often quite valuable, as well as for his work. He could learn the value of the particular bulbs from any seedsman's catalogue.

"United to Serve" -- "The Strength



VICTORY BOYS



The Boche didn't know that this Y.M.C.A. canteen dug-out was only a few yards from his front line trench.



Soldiers found comfort and cheer in a hot sector in France till



Services held in camp under the direction of Jewish Welfare Board Workers.



Writing the letter home to



Salvation Army lassies making pies and doughnuts for the doughboys.



Wherever our fighters go the keeps them provided with

Seven Agencies United for Our Fighting Men

"With Each for the Good of All"



in this hut close up to the front
German torpedo wrecked it



VICTORY GIRLS



in accompaniment of song



Here is a busy corner in a War Camp Community Service canteen.



American Library Association
with books and magazines.



W C A Hostess House at Camp Gordon, Ga.

Centers--United War Work Campaign

An "Over the Top"'

Local Campaign Plan

AMONG the suggestions for larger communities that may prove helpful, is the following plan based upon organizing along military lines:

Organize a regiment of the men and boys who are to go after pledges from boys to enroll to "earn and give."

Each regiment should have three battalions of four companies each.

The number of workers to a company will vary according to local conditions. Usually between 25 to 100 boys in each company would be advisable if sufficient workers are available.

Battalions should be designated, First, Second and Third; Companies should be designated by the letters of the alphabet.

The First Battalion will consist of Companies A, B, C and D.

The Second Battalion will consist of Companies E, F, G and H.

The Third Battalion will consist of Companies I, K, L and M.

(Note that "J" is omitted.)

Where necessary, the number of companies to each battalion can be reduced to two or three. On the other hand, if more workers are needed, a "Headquarters" Company could be added to care for organization details; also a "Supply and Machine Gun" Company, to care for publicity and speaking, making a total of 14 companies to the regiment. The latter companies would report direct to the Lieutenant Colonel.

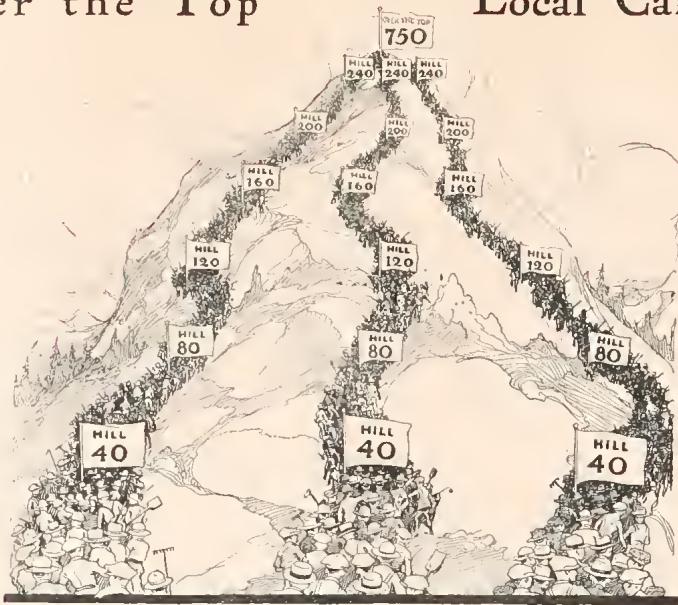
Commanding Officers

Colonel—The campaign leader of the boys' division and commander of the regiment.

Lieutenant Colonel—Assistant to the campaign leader and second in command of the regiment.

Three Majors—Each commanding a battalion of four companies.

One Captain—Commanding each company.



They should be selected by the captains as individuals who will work well with them. So far as is possible they should be boys and men who are able to approach boys in the right way and so present the claims of the campaign that the boys will readily respond.

It is very essential to keep in mind the fact that many boys should be used in this effort as workers. To have the

soliciting done entirely by men would be a serious mistake. One battalion composed of men ought to be sufficient in most cases. The other two battalions should by all means be composed of key boys whenever possible. Local conditions may warrant the putting of men and boys in the same company.

Fix a Goal Before You Start

IT is very important that every one who agrees to be a worker in the campaign should definitely agree to certain specified things. Each man and boy may wisely be asked to sign a definite statement as to the time he will give and the work he will undertake to do.

To decide upon a goal gives a clear understanding as to what the hill is. The maximum may wisely be the number of fighters who have gone from the place. A better goal to undertake in most places would be twenty-five to fifty per cent of the boy population, definitely signed up on pledge cards to earn and then contribute of their earnings at least five dollars each. In any event make the goal large enough to interest busy men and boys in seeing your campaign organization do its part by raising its share of the whole United War Work Campaign fund.

"Over the Top" Map

To provide impetus and competition it will be well to prepare a map similar to the illustration herewith; or an ordinary war map can be

Selection of Other Workers

MEMBERS of the companies are the boys or men who go after pledges from boys to "earn and give."

adapted to the plan. On this map designate a certain hill to be captured, naming the hill by a number that equals the whole goal or total number of boys to be enrolled to "earn and give."

Designate three roads by which the hill may be attacked and assign a road to each battalion. Mark these roads at different points by a division of the total amount of the battalion's goal (see illustration). The battalion first securing the number equal to or exceeding its goal wins the victory.

For example—A local regimental campaign organization's goal is to secure 750 boys' pledges during campaign week, November 11-18, 1918. The hill would be designated—Hill No. 750. It would be attacked by First, Second and Third Battalions over three different roads, each road being marked at points along the way Hill 40, Hill 80, Hill 120, Hill 160, Hill 200, Hill 240 and finally "over the top" for the battalion goal of 250.

The object is to reach the crest of the hill and then go "over the top" for our fighters "over there." Obviously each must reach the top if the total goal is to be attained. The First battalion to go "over the top" simply continues toward the enemy's trenches to make certain to cover the regiment's quota in case any battalion fails to "arrive on time."

Important. Each additional boy enrolled to earn and give pushes the mark of the battalion with which he enrolls ahead one point and that boy can then seek to secure additional boys for the same battalion, if the committee in charge so desires.

How to Apportion the Work

Prior to the campaign, list alphabetically on cards the name and address of every boy in the community who is capable of earning five dollars or more. The colonel, lieutenant colonel and three majors together with captains of "Supply" and "Headquar-

ters" Companies, if such are organized, should meet and assign the cards to the different companies.

The cards should be assigned to the companies having the best approach to the respective boys and under no circumstances should any team or company solicit a pledge from any boy whose card is not in their allotment, unless special arrangement is made with the colonel through the office of the major of the respective battalion.

Starting the Campaign

The campaign should open with a simple supper, at which one or two speakers of note should give inspirational messages. The plan of the campaign should be explained and necessary warning given to avoid street collections and solicitation of money from adults. Payment in full and real work under proper supervision and in keeping with local child labor laws should also be discussed.

After the formal program is finished the cards should be handed to the captains to whom they have been previously allotted and the captains in turn assign the cards to the officers of their companies. It is much better to have the company officers work in teams of two when soliciting.

Hold Daily Meetings

All workers should meet once a day at luncheon or supper, with units grouped at separate tables. This will prove of value in keeping interest and enthusiasm at high pitch. At these meetings, captains (through their majors) should render daily reports of progress. The progress should be recorded on the "over the top" campaign map.

It would be well to have local speakers give short, snappy talks at these daily meetings and an occasional "*How We Did It*" talk by some captain or other officer, who has made an especially fine showing, will be found valuable. If available, returned soldiers or sailors should be asked to tell of the work of our fighters "over there."

Also Report at Daily Meetings of the General Campaign

The officers of the Victory Boys campaign should be regularly represented at the daily meetings of the general, or men's campaign. It will be an inspiration to the whole campaign if reports are made daily to the men's meetings.

Adjust Your Plans to the General Campaign

These plans while complete in their own details must be worked out in conjunction with the general campaign. Because the organization of the Boys' Division of the United War Work Campaign is under the general direction of the general campaign committee, and is an integral part of the whole campaign, it should usually parallel the general campaign at every point.

Select Commanding Officers Early

Secure the colonel and lieutenant colonel at once.

Enlist the three majors not later than October 18th.

Sign up captains not later than October 21st, and other company officers not later than October 30th.

Suggestions for Local Publicity

Proper publicity should be begun as soon as the Liberty Loan campaign closes. Locally this may include some of the following:

(a) Articles in local papers telling of the part boys are to have in the campaign total for the country;

(b) What the local goal is;

(c) Have churches or church schools give one Sunday service to this division of the campaign;

(d) Distribution of posters, pamphlets and other campaign literature provided by the state or county headquarters of the campaign.

(e) Older boys of the right type may be used as speakers in the churches and outside speakers or local leaders of note be used in high schools, the two upper grades of grade schools, and in places where boys are employed, industrial plants, etc., to present a message to the boys.



The Employed Boys in the Campaign

WHAT about Employed Boys in the Campaign? 4,360,000 of them 14-20 years of age, there were, way back in 1910. Some are in the last draft but with the enormous increase of older boys in industry the past year, we can safely count on approximately 4,000,000. This is a vast number. Suppose one in ten could be reached or even one in twenty, 200,000 for a \$5 pledge each, or even less, it would constitute a substantial portion of the amount boys will earn and give.

The question is, how to get at these boys. With the excellent quality and amount of campaign material being furnished by the "Victory Boys" Division office, it hardly seems that special literature is needed to induce these boys in large numbers to give and promote giving. The need rather is to lay employed boy rails over which to send the message already prepared.

Though great in numbers, it should be realized by every campaign leader that employed boys are nothing like as accessible as are high school boys. However, a year ago, wherever these boys were organized, they were enrolled just as readily and they gave just as generously as school boys. This in spite of the large portion of their wages many of them give in at home. This can be done through utilizing present organizations of employed boys and creating new machinery among them.

Present Organizations

Every local leader in the campaign should begin now to list the known organizations of employed boys, such as, Athletic Clubs, Junior Chambers of Commerce, Employed Boys' Brotherhood of the Y M C A, groups in the Y M H A, the Federated Boys' Clubs, the Settlements, Public Recreation Centers and those Department Stores, Factories and large Offices which are known to have social and athletic organizations of their boys. Catholic boys should be reached through the local parish organizations.

Cooperation of Employers

Some employers, much interested in their boys, have furnished a supper so that they might be brought together, hear the message of the campaign and be enrolled as givers and workers. Churches in industrial districts or in residence sections of cities where employed boys live, might also provide similar opportunities. Noon meetings at places of employment should be utilized but the more formal approach such as the supper meeting, is less hurried and brings better results.

Creating New Machinery

Every city and town over 5,000 population (and some industrial places under that figure), might well organize a *Victory Employed Boys' Council*. Secure the most capable older employed boys in the community. They will gladly serve when they hear the story of the campaign. Make the group representative of the leading industries, business houses, office buildings and other places where many boys work.

If this group becomes larger than 50 boys, the community would best be organized by districts bringing representatives again to a small executive council. Have these councils organize early, and enlist men for leading and guiding them. Have the boys themselves list and card-catalogue every center where employed boys can be reached with number of boys employed, the key man with whom to deal, and the name of the boy representative on the council, for that particular company, organization or district.

With such a local organization of employed boys themselves, the campaign ought to be successfully carried to enormous numbers of boys who work.

Case No. 1. Occasionally a business place, either commercial or industrial, employs almost exclusively boys from 14 to 18 years of age. Certain telegraph offices, a cracker factory and a metal lock concern come to mind as exact illustrations. In this case naturally the "Victory Boys" local executive would arrange with the respective shop committees appointed by the local Campaign Committee and with their co-operation for holding meetings, the taking of pledges and follow-up work, as he would in a boys' high school.

Case No. 2. In a large commercial or industrial concern where the Industrial Campaign leaders will have an organized effort but where there is a distinct group of boys, there should be arranged, in co-operation with the shop campaign committee, a *club formation, a drill squad, etc.*, with its own officers, meetings, etc., throughout the year, separate from the men and women. Or if there be no definite organization, where a group of fifty or more boys are employed in one department or section of the work, such as the messenger group in a ship-yard or the apprentice group in a great electrical works, here too the Victory Boys' executive should arrange a supper or special meeting as indicated under "Cooperation of Employers." The results of such a special boys' effort should of course be reported to the general committee for that shop and credited in their total.

Case No. 3. In plants where boys are employed in good numbers but where, as is so often the case, they are scattered throughout the various departments working with men and have no group identity, the boy's message should be included at all meetings by the speaker. If there be more than one presentation, a "Victory Boys" speaker should be included in the list. "Victory Boys'" pledge cards should be furnished and the number of boys pledging reported to the local boys' campaign executive. In all such shops an older boy should be a member of the shop committee. He should stimulate the attendance of boy employees at all meetings held, and use boys' pledge cards in securing pledges. In case boys sign up on regular cards he should ascertain this and include them in his report of the number of boys giving in that shop.

If a capable older boy is placed on every shop committee where boys are involved, there need be no duplication in reporting, or conflict in arrangements, and employed boys' giving will be greatly increased. This is valuable to winning the war, not only from the amount of money received but because of the increased loyalty and earnestness in daily work which will be generated in the individual and the group.

Victory Boy Workers in the Training Camps

ALL over the country the boys will be keenly interested this fall in the movement to the training camps of those from eighteen to twenty-one years of age. Of all our fighters, these youngest of our recruits are nearest to the boys—they carry the school and the playground nearer to the war.

In every county organization those in charge of the work of the boys' division should see to it that stories intended for the local newspapers are sent back from the camps telling of what the various organizations connected with the drive are doing for these youthful soldiers and sailors—

stories that will appeal to this quickened interest of the boys.

Camp secretaries representing the seven organizations should be instructed to send stories or news items of this kind to the publicity department of the local headquarters.

A soldier about whom anything is written will generally know what paper will be most likely to print the story. The secretary should not miss this point.

If in any camp the number of the younger drafted men from a particular city or county is large enough to warrant it, a boys' division publicity man ought to go to the camp and round up a number of good stories.

Enrolling Victory Boys in Rural Districts

THE coming Campaign is the rural boys' opportunity. The final outcome of the effort to enlist a million boys to back a million fighters rests upon reaching the boys on the farms and in the small towns. There are enough boys living in communities of less than 2,500 population, and in the open country, to furnish the entire million, if necessary, and the campaign will not succeed at all, unless a fair proportion of them is enlisted.

Rural Boys Will Give

The rural communities are solidly back of the war. They contain the great bulk of the liberty-loving middle class. Their boys are patriotic to the core. The challenge of this great and splendid effort will get their quick response. The question is simply one of adequate organization.

Organization Necessary

In reaching them the county unit of organization is of supreme importance. A vigorous, well-acquainted man must be attached to each county campaign committee, to be responsible for the boys of that county. He will see that adequate plans are laid by every local committee for reaching *every* boy.

Adapting the Slogan

To bring it close home, the national slogan, "A million boys behind a million fighters," will be reduced progressively to departmental, state, district, county and local slogans. Thus the slogan for the boys' efforts in a certain county may prove to be, "One thousand boys behind one thousand fighters." This is in turn distributed among the townships and local communities; the slogan for a neighborhood of 500 people perhaps being "Fifteen boys behind fifteen fighters." Pains must be taken to keep the goals big enough to compensate for shrinkage in other quarters. And there should be no stop at all until every boy in each community has had a chance to give, even though the goal may be passed.

Emphasis on Soldiers and Sacrifice

It is highly important that the emphasis in this slogan should be on the *number of soldiers* to be cared for, rather than the number of boys to be enlisted. This will bring the five dollar unit to the front, and avoid "hat collection" giving. Let there be a constant appeal for sacrifice on the part of the boy. If there are a few boys who as individuals cannot get back of one soldier to the



PLAN FOR REACHING AN ENTIRE COUNTY

(a) A county executive adult leader for the "Victory Boys" should be associated with the county director of the general campaign; this man to be responsible for seeing that the boys emphasis is carried throughout the campaign in that county, as per the following suggestions. (This man may be the county school superintendent; county farm agent; a well-known lawyer; a real estate agent, etc.)

(b) A county goal derived from the district, state and national slogans should be announced.

While the money subscribed by the boys is applied directly to the national goal of \$170,500,000, yet for the sake of getting a clear challenge before them, the boys will need to think in terms of their share.

(c) On each township committee should be an aggressive man to bring the challenge to all the boys of that township.

(d) A township slogan should be suggested.

(e) The townships should be divided into school districts with suitable provision made for getting the "Victory Boys" story in each school. If more convenient, divide the township into four areas of three miles square and have teams or groups of boys cover every boy in the district.

(f) On each village committee should be an aggressive man to bring the challenge to the boys of that village.

(g) A village goal should be adopted.

(h) Recognize from the beginning the two classes of boys in each community; namely, first, those in school; second, those that are employed. Therefore, in the village or small town a goal is needed for each school and another goal is needed for the working boys of the community.

(i) Speakers should be secured for the school assemblies or at places where boys work in groups.

(j) An organization of working boys should be planned to cover the town block by block to challenge the boys not in school.

(k) There should be a clear understanding in the county and in each township and locality, as to how the monies to be collected, who is to be responsible for seeing that the boys are followed up, etc.

extent of five dollars, then let them, if absolutely necessary, combine in groups of two, three, four or five. Other boys should not stop with one soldier's activities for five weeks but make it ten weeks, twenty weeks, or even a year, by earning and giving \$10, \$25 or \$50. If the campaign is to be a real challenge to the boyhood of America, the average gift cannot be less than \$5.

Enroll the Working Boys, Too

Another important fact to recognize is that the national goal far exceeds the total number of high school boys in the United States. It will be fatal to follow the line of least resistance and greatest opportunity to get at boys, and therefore confine the campaign almost exclusively to high school boys. The realization of the goal will involve enlisting more working boys and boys just under high school age.

How Will the Money Be Earned?

Very little effort will be needed in the village and open country to provide work for boys. The labor shortage is so great that they will find it for themselves. Many already have money that they have earned during the summer; some will cut out pet extravagances, and thus save from their regular allowances. Many country boys have pigs, steers, dairy cows or chickens of their own, from which they will get the amount of their subscription. Splendid training has been given many rural boys through their fathers loaning them or assisting them to borrow at the bank a small capital with which to operate for several months, the proceeds to go toward their payments.

The Task of County and Local Leaders

The task of the county executive for the boys earn and give emphasis is one of real responsibility and rare opportunity. The effecting of such an organization as outlined above will involve good judgment in the choice of local leaders, and painstaking care in instructing them. They should be secured early enough so that they may attend and get the full inspiration of the county meeting. Speakers will be needed for school assemblies. Supplies must be distributed to every quarter of the county. It will mean real work to find the boys of the remotest rural districts, but the man who takes charge of this "second line of defense" does a national service of tremendous value.

Boys in Churches, Synagogues, and Sunday Schools

FOR the organized church, synagogue or Sunday school class, the "Victory Boys'" plan to enroll boys to "earn and give" for war work affords one of the finest of opportunities to crystallize the idea of real service. Many a teacher of such a class of boys will welcome the opportunity to enroll his class. The central ideas involved in the general plan should be faithfully adhered to. These are:

- (a) To get every boy to take some part.
- (b) To keep strictly to the idea of having every boy earn every dollar by real work (or take from savings which he has already earned).
- (c) To see to it that every pledge made is faithfully kept.

In many Sunday Schools there will be enough boys (and possibly girls, as well) interested in the plan to justify the school having a special committee with this matter in charge.

This committee could designate one or more of its members to establish an employment bureau which would connect up those who have pledged with real jobs.

It may be desirable, for certain groups of boys, to designate several

special days (Saturdays are suggested for most school boys) to be known as "Earn and Give Days."

It could be announced throughout the church and community that boys would be available for special work on those days, and that appointments could be made through a designated individual.

A designated office or home, with telephone connection, should be properly manned to facilitate arrangements.

The entire school and church should lend aid in the carrying out of the plan. No better opportunity has yet been offered to teach young people real giving—and the lesson they learn should ever after be utilized in behalf of local and missionary church work.

There should be about this earn and give movement no false sentiment making it possible for the boy to earn his pledge easily. He should be given real work. He may blister his hands, or get pretty tired, or lose an opportunity to have a good time; but only as he makes real investment of worthwhile effort, only as this fulfilled pledge costs him something in the way

of sacrifice, will the part he has in it be worth while to him.

Great care will need to be exercised to see that each boy pledges enough to require real effort, but is saved from pledging so much that it will become a discouraging burden.

The best satisfaction will come when the plan is arranged so that every boy's pledge is paid quickly; probably under most circumstances it will be desirable to complete the whole enterprise and turn in the fulfilled pledges within thirty days. To prolong it will cause disappointment and will cause the enterprise to be finished finally without enthusiasm.

It may be wise to set a certain Sunday, a month after the campaign, where every boy who has fulfilled his pledge will be publicly recognized in some simple way before the entire school or church.

By all means, however, let the principal reward for the boy's participation come from his own joy in having had a part; but let no foolish sentiment spoil it all by causing him to be given prizes or other too substantial recognition for his cooperation.

What High School Boys Can Do

WILL I back up a fighter? Will I? You watch me start!"

With this explosive comment one "Johnny-on-the-spot" high school boy hustled right out after a job when he learned of the "earn and give" challenge.

He didn't exactly find a job—he made one. Later he told a friend about it:

"Nothin' doin'! Can't stop! Got to sell a lot o' apples. That's right! Honest! Oh twenty bushels—mebbe more. Say, get busy on this "earn and give" stunt, Red—earn some dough to back up a fighter.

"Come on, walk along with me till I sell my apples. I just happened to hear Mrs. Carleton say the other day that with Ed and Tom both gone to the war she couldn't get anything done on the place this year, so I asked 'er this afternoon if she wanted me to pick 'er apples.

"She guessed yes some quick—said if I'd pick all her fall pippins right away I could have half. Then 'Little Willie' goes up into the first tree; and in about two hours he begins to get wise that he's in the

apple business wholesale, so he comes down an' counts the orchard.

"Did you know the Carletons had eight pippin trees on their place? Neither did I. And they're some pippins, believe me! But say, it's a crime what a lot there are on a tree—I wouldn't o' believed it, honest. I can double my pledge on just the pippins; an' Mrs. Carleton says as soon as they're done the early greenings'll be ready. Sure, go up to the Henderson's; their men folks are all gone and they can't get anyone.

"Hey! Wait a minute! If you go into this business, we don't want to cut each other on the price. No, I knew you wouldn't, only I just wanted to have it understood. So long!"

THOUSANDS of boys in this country try with just as much patriotic eagerness to do their share in the war as "Little Willie" has, will lack his initiative and perhaps his opportunity. High school boys all over the land will be asking in a few weeks where they can find work, how they can earn to back up the fighting men.

Some of them may not be able to

get themselves jobs right on the jump as "Bill" did; but the hunt ought not to be a long one. They can study the needs of their home community, study themselves, consider the time they can spare for the work and their own ability, and get out and canvass their neighborhood for odd jobs.

Backing up a fighter will mean, for high school boys, doing a "double stunt" for a time, because the first and most important thing of all is for them to keep up school work.

Their school work must not be slighted; in fact, the extra work undertaken ought to be of a character to add vigor of mind and body and improve their standing in school.

To aid in getting work of a suitable kind for all the workers the boys in many high schools can establish employment bureaus to find the jobs and relate them to the boys. There is nothing like team work in a matter of this kind. Every high school boy who has put himself to work ought to feel it part of his duty to Uncle Sam to help the other fellows get busy too.

Gearing the Colored Boy Into the Campaign

THE great message of the "Victory Boys" is to be carried to the colored boyhood of America. The full participation of the colored people in the three big financial drives was brought about through their leadership of their own organizations.

This is a most significant fact and full of suggestion to the leaders of the united campaign. The inspiration for the drives came, of course, from the national headquarters, but it was the colored leader who caught the vision, and it was his organizing ability that translated it into funds.

In fact the day of colored leadership for colored enterprises is at hand. The army with its commissioned officers is evidence of this fact. In order to catch the spirit of this United War Work Campaign, the Negro boy must have the same consciousness with respect to it that his father had with respect to the Liberty Loan, the Red Cross and the W. S. S. drives. Such consciousness is born of his being an integral part of the movement rather than an appendix thereto.

To be an integral part, things pertaining



to him must appear in the original plans rather than as an after thought. For example, the National Boys Earn and Give Division has delegated a colored man to think of the Negro boys from the national point of view.

This same idea may wisely be applied to the smallest groups. The department man will think in terms of the department as it relates the campaign to colored boys, a state man will think in terms of the state, a county man in terms of the county and a city man in terms of the city. With such men to adapt the plans to include the Negroes' full participation, the best possible results may be had.

The colored boy can be depended upon to gear into the machinery of the "Victory Boys." He can be depended upon for the same reasons that warrant our dependence being placed in the American boyhood as a whole. His contribution will be an asset to the United War Work Fund and the spiritual good that will come to him as a "Victory Boy" will repay him. He will gear in best if the machinery is designed to encourage him, but poorly if there is only scant provision made for his participation.

Mexican Boys in the Campaign

MEXICAN boys are to be lined up as backers of Uncle Sam's fighters. There are two hundred thousand of these Mexican boys in the United States, every fourth foreign-born boy in this country being of Mexican blood. Their number is larger than the whole boy population of Cuba, and greater by far than that of any of the Central American republics.

They are of all classes, sons of refugees here because of political disturbances in their own country, and boys brought here by their fathers who came in search of work and better wages and living conditions.

Many American citizens of Mexican birth have sons now giving freely of their blood on the battle fields in Europe. The younger brothers of these soldiers already are keenly interested in war work. Among some of the other Mexican boys it will be necessary to create an interest.

The Spanish press of this country has already begun the publishing of letters from Mexican boys in the trenches, and will fol-

low these up with accounts of heroic incidents in the experiences of the war work organization, together with editorial matter bringing out such facts as these:

"The contributions now solicited will be used for humanitarian purposes."

"The United States is fighting for ideals, not for ambitions."

"The destiny of the Latin race is now being decided on the battle fields of Europe."

A pamphlet in Spanish has been prepared and will be published soon, and such campaign literature as will appeal to the Latin-American mind will be translated.

Buttons, pledge cards and some of the posters prepared for English-speaking boys, but with Spanish inscriptions, will be used. There will also be a number of speakers who will cover the field.

This will not be a separate effort, but an emphasis on a special group of boys, and will be a part of the "earn and give" campaign.

"Victory Boys" and "Victory Girls"

IT is very essential that there be a clear understanding by all workers in the campaign with regard to the relation between the "Victory Boys" and "Victory Girls," not the "Victory Boys and Girls." The following statement will help to make this relationship clear and bring largest cooperation and effective coordination.

Local Organization

In local fields the general campaign committee should appoint two sub-committees, one to be responsible for organizing and pushing to successful conclusion the "earn and give" campaign as represented by "Victory Boys," and the other by "Victory Girls."

By frequent meetings of these sub-committees and closest co-operation between leaders all plans should be carefully co-ordinated and provision made for adequate and proper appeal to boys to enroll

as "Victory Boys," and to girls to enroll as "Victory Girls." Local conditions will determine when the appeal would best be made jointly to boys and girls, as e. g., in public and parochial schools; or separately, to groups of boys and groups of girls. Enrollment will generally be sought through individual effort.

Field Supervision and Organization

The general campaign director for each state or military department will appoint and hold responsible to him (1) a man to organize and promote the "Victory Boys" within that state or military department and (2) a woman to similarly organize and promote the "Victory Girls" within that state or department. These two executives should see that the closest co-operation prevails, seniority resting with the "Victory Boys" Secretary in the matter of adjustment unless otherwise agreed.

National Headquarters Organization

The "Victory Boys" and "Victory Girls" are both under the Department of Campaign Divisions in the National Headquarters Organization, with addresses at 347 Madison Avenue, New York City.

THE following is the list of executives, national and departmental, in the order of their seniority:

National Headquarters

Director General.....	John R. Mott
Director of Campaign Divisions	A. H. Whitford

*Victory Boys Director.. Arthur N. Cotton
Victory Girls Director.. Miss Geftrude Gogin*

*Victory Boys (Colored)..... H. K. Craft
Victory Girls (Colored).... Miss Crystal Bird
Victory Boys (Mexican).... S. I. Esquivel*

Northeastern Department

Campaign Director.....	E. N. Ilmure
Victory Boys Director... J. Blaine Withers	324 Little Bldg., Boston, Mass.
Victory Girls Director.....	546 Little Bldg., Boston, Mass.

Eastern Department

Campaign Director.....	John W. Cook
Victory Boys Director..... Frank Ritchie	200 Fifth Avenue, New York
Victory Girls Director. Miss Helen Sanders	600 Lexington Ave., New York

Southeastern Department

Campaign Director.....	R. H. King
Victory Boys Director... W. L. Chandler	1610 Chandler Bldg., Atlanta, Ga.
Victory Girls Director.....	241 Peachtree Arcade, Atlanta, Ga.

Central Department

Campaign Director.....	M. C. Williams
Victory Boys Director... Leonard Paulson	Room 500; 108 So. LaSalle St., Chicago, Ill.
Victory Girls Director. Miss Ruth Anderson	1404 Stevens Bldg., Chicago, Ill.

Southern Department

Campaign Director.....	G. S. Bilheimer
Victory Boys Director... Frank H. Cheley	206 Southwestern Life Bldg., Dallas, Texas
Victory Girls Director.. Miss Sue Weddell	310 Scollard Bldg., Dallas, Texas

Western Department

Campaign Director.....	Lyman L. Pierce
Victory Boys Director... C. M. Brownell	Flood Bldg., San Francisco, Cal.
Victory Girls Director.. Miss Alice Moore	661 Flood Bldg., San Francisco, Cal.

Note: Each Victory Boys and Victory Girls department and state leader should be called "Secretary," not "Director," as above.

Leading Agencies at Work With Boys Will

THE state, county and local "Victory Boy" secretaries are urged to avail themselves of the cooperation that has been extended by various organizations and individuals. These agencies are in hearty accord with the purpose and plan of the "Victory Boy" division. In most cases they have outlined a definite procedure, and it is expected that "Victory Boy" secretaries will recognize this as the best basis of cooperation. The extent to which these plans become locally effective depends upon the tact and energy of the "Victory Boy" division leadership, under which direction all efforts are united.

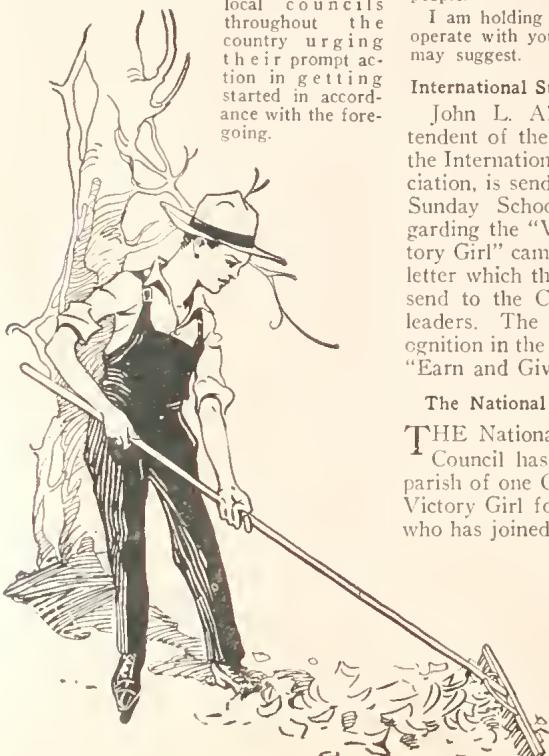
Boy Scouts of America

WE quote from a letter of James E. West, Chief Scout Executive, addressed to Dr. Mott:

We will at once through our publication [our weekly bulletin Scouting] present the details of your plan of campaign to our entire membership and enlist their active cooperation with your local committees in all parts of the United States. Furthermore, we will recommend the organization of Boy Scout divisions in every section of the country where our local leadership permits of the handling of the problems involved so as to make sure that every pledge made will be paid. We shall especially strive for a record of one hundred per cent. participation on the part of our older boys in making and keeping their pledges.

In addition to this, we will, as you request, urge each of our local representatives to immediately make available a sufficient number of uniformed boys to meet the needs of the local United War Work Campaign Committees for service as dispatch bearers. We will also recommend, in accordance with your suggestion, that in every community where you have a Victory Boys' Division of the local campaign organization, one or more of our ranking officials definitely relate themselves to your organization for service under its direction.

We have, because of the necessity for prompt action, transmitted a copy of your letter and our reply to each of our 420 local councils throughout the country urging their prompt action in getting started in accordance with the foregoing.



We, one and all, stand at attention ready for such further service as you may command.

Council of Young Men's Hebrew and Kindred Associations

Samuel A. Goldsmith, General Secretary of the National Council of the YOUNG MEN'S HEBREW ASSOCIATIONS, Dr. D. deSola Pool, President of the YOUNG JUDEA, and Dr. S. Benderly, President of the LEAGUE OF JEWISH YOUTH, have all indicated their purpose to deliver their full quota of the boys of these organizations to "earn and give" in behalf of the United War Work Campaign.

WE quote from a letter of Mr. Goldsmith:

I have communicated with our 360 affiliated associations and institutions in this country, and asked them to organize for the "Victory Boys" and "Victory Girls" campaign. I have also communicated with the presidents of our State and Inter-State Federations, asking them to follow up the matter in their constituent associations.

I shall also see to it that due notice is placed in the Anglo-Jewish press and in our Association publications, of our cooperation in the matter, thus giving it as much publicity as possible for our own people.

I am holding myself in readiness to cooperate with you in any other respect you may suggest.

International Sunday School Association

John L. Alexander, the Superintendent of the Secondary Division of the International Sunday School Association, is sending a letter to all State Sunday School Superintendents regarding the "Victory Boy" and "Victory Girl" campaign, enclosing a form letter which they in turn are asked to send to the County Sunday School leaders. The object is to secure recognition in the Sunday Schools for the "Earn and Give" campaign.

The National Catholic War Council

THE National Catholic War Work Council has set the goal for each parish of one Catholic Victory Boy or Victory Girl for each Catholic fighter who has joined the ranks of his country from that parish. Their plan is to have in each diocese, community and parish, committees for Catholic Victory Boys and Girls, which will be

coordinated with the "earn and give" division of the local United War Work Campaign Committees.

Bishop Muldoon, Chairman of the Administrative Committee of the National Catholic War Council has given his heartiest endorsement to the project and Mr. David Hinshaw is associated with Mr. Cotton, for the purpose of aiding in the promotion of the campaign among Catholic young people. A special manual has been prepared, available on application to Special Campaign Headquarters, National Catholic War Council, 124 East 28th Street, New York City.

Rotary Clubs

John Dolf, Chairman of the Committee on work among boys of the International Association of Rotary Clubs, gives assurance that all clubs will be directed to tender their services to the Local Campaign Committees and to express a preference for the work of finding tasks by which the "Victory Boys" can earn the money which they pledge to give.

Local Victory Boy leaders are urged to look to Rotarians for this cooperation.

American Library Association

Franklin K. Mathews of the American Library Association has offered the following help:

Cooperation of Public Libraries, (1) in providing meeting places for committees and community rallies; (2) in using all clubs and "Story Hour" groups; (3) in distributing "Victory Boys and Girls" literature; (4) in making available bulletin boards; (5) holding exhibits of posters, photographs, and war material and trophies; (6) and help in securing work for boys by urging assistance of adult patrons; (7) and such other ways as will occur to Librarians according to local conditions found in each state or county or city or town.

National Child Labor Committee

THE following press notice was recently sent out by Mr. Owen R. Lovejoy:

The "Victory Boys" are to help make the world safe for democracy. It is highly gratifying that the directors of the organization, by insisting on a careful observance of the spirit as well as the letter of child labor and compulsory education laws, and especially by prohibiting street solicitation of money, intend to make this democratic "earn and give" drive safe for the boys. Let their campaign serve to teach the people the wide difference between the work of free youth, which counts for country, and child labor, which weakens the nation.

The War Camp Community Service

THE WAR CAMP COMMUNITY SERVICE is printing the story of Victory Boys Campaign in its regular publication, "The Playground," and urging

Cooperate in the "Victory Boys" Campaign

the cooperation of local leaders of the PLAYGROUNDS AND RECREATION ASSOCIATION OF AMERICA, the President, Joseph Lee, of Boston, and the Executive Secretary H. S. Braucher of New York, leading in this effort.

The Boys' Club Federation

THE BOYS' CLUB FEDERATION, through the Board of Directors, have officially endorsed and are advocating the adoption of the Victory Boys plan as far as possible. William Edwin Hall, President, and C. J. Atkinson, the Executive Secretary, are planning to communicate with the superintendents of the boys' clubs, informing them of the decision of the National Board of Directors, and seeking their cooperation locally through the medium of their publication, "The Boys Workers Round-Table."

The Young Men's Christian Association

AMERICAN YOUTH, the official organ of the Boys' Division of the International Committee of the Young Men's Christian Associations, has carried in its September, October and November numbers full data with regard to the Victory Boys division of the campaign. W. W. Fry, chairman of the Boys Work committee of this organization, and Edgar M. Robinson, the Executive Secretary, are rendering effective work in the United Campaign by giving the time of Executive Secretaries in different parts of the country.

The National Federation of Settlements

THE NATIONAL FEDERATION OF SETTLEMENTS, through their President, Robert A. Woods, of Boston, are making use of their regular publication to call the attention of their workers to the Victory Boys and Victory Girls Campaign and urging cooperation at every point.

Woodcraft League of America

Ernest Thompson Seton, President of the WOODCRAFT LEAGUE, and Philip Fagans, the Executive Secretary, have pledged themselves to give time and effort in seeking to promote the interests of Victory Boys, particularly those boys where their organization functions.

U. S. Commissioner of Education

UNITED STATES COMMISSIONER OF EDUCATION P. P. CLAXTON has given assurance of his willingness to assist in every possible way, as have also State Superintendents of Education in many of the States. In a number of places State and local Superintendents

of Education are already leading in the effort.

National Education Association

THE NATIONAL EDUCATION ASSOCIATION President, Dr. George D. Strayer, and Dr. Carroll G. Pearse, of Wisconsin, the Chairman of its Executive Committee, are making special efforts to secure the cooperation of the leading educators of the country. Dr. Strayer recently wrote:

I have read with much interest the prospectus dealing with the work to be undertaken by "Victory Boys" for the United War Work Campaign. The plan offers a splendid opportunity for the teachers of the United States to cooperate with the great welfare organization in teaching the boys of the United States the meaning of giving. A boy makes a real contribution only when he earns in order to give.

I understand that you have cautioned those who are to present the program to children concerning the necessity of proper observance of the child labor laws, the necessity of continuing school work up to the highest efficiency, and the avoidance of solicitation on the street.

I know that you can count on the hearty cooperation of the teachers of the nation in this campaign for the welfare of the army and of the nation.

Industries Division

A N especially important suggestion is contained in the second paragraph of this letter from Mr. Chas. R. Towson of the Industries Division of the United War Work Campaign:

I am deeply interested in the plans of the "Victory Boys" and "Victory Girls" division of the United War Work Campaign and am quite sure that the presentation of these plans will prove a real stimulus to the campaign in many industrial plants throughout the country.

I understand that the committee in charge of work among boys and girls will confer with the plant committee and coordinate the plans for the enrollment of boys and girls in that industry, so as to produce the largest possible results.

War Chest Communities

A LREADY War Chest Communities are opening up for the Victory Boy Campaign. Two large cities, Albany and New York, and three New York counties, Oswego, Jefferson, and Washington, all of which are organized on the War Chest basis, are planning to conduct Victory Boy and Victory Girl Campaigns.

The attitude of the War Chest committees in these communities is probably typical of what will be found in a large number of War Chest communities.

Mexican Boys

UNDER the leadership of S. I. Esquivel, plans are being made to mobilize the Mexican boys in this country and lead them to enroll as Victory Boys. Pledge cards and pamphlets have been printed in Spanish and posters printed to put on the poster. A special message urging Mexican boys to give has also been prepared in Spanish. The regular buttons used in the campaign, the window banner and the honor awards will be the same as those used by the Victory Boys throughout the country.

Newspaper stories have gone to forty-one Spanish papers in the States of Texas, New Mexico and Arizona. "La Republica," the local El Paso paper, has published the Victory Boy pamphlet in full in three consecutive issues of the paper. The Roman Catholics are cooperating largely in connection with this campaign among the Mexican boys.

The Colored Boys

THAT the colored boys of the country will enroll as Victory Boys is evident from the large cooperation in all parts of the country. Special Victory Boys Secretaries have been put on in some of the southern States, and through the efforts of the National Field Secretary H. K. Craft, practically every colored school in the country will receive a special appeal to assist in enrolling Victory Boys.



Back Every Fighter From

Organization Plans for Small



A typical county. The field of a county "Victory Boys" committee

Illustration No. 1 is the map of a typical county, largely agricultural. It is subdivided into 20 townships, in each of which the man designated to lead the "Victory Boys" for the county, will secure an aggressive man to act as his assistant.

One of these townships is shown in illustration No. 2. The township in turn is divided into school districts, from one of which the men shown in illustration No. 3 are supposed to have gone.

It will be the aim of the township "Victory Boy" committee to get a team of boys in each school district to line up enough "Victory Boys" in the district to back every fighter from that district. Similarly for the other districts. District No. 4 with the city of Newton will of course need a more elaborate organization, under the direction of an adult.

Principles of County Organization

Team Work. Follow the extension of the general campaign organization step by step, getting the "Earn and Give" leaders officially appointed by the general campaign directors.

Thoroughness. Do not depend upon driving out from city or town centres to canvass the country. Every local school district should have its own team. Avoid all tendency to conduct the campaign without thus extending organization into the remotest communities.

Cooperation. Bear in mind the important point that all races and creeds are cooperating in the drive. Therefore, select an advisory committee for the county, including representatives of the Catholic and Jewish and Protestant elements. Lay the responsibility in local organizations upon those men or boys who will have the most natural approach to the various elements.

Appeal to Local Pride. Stimulate local pride and enthusiasm among the boys by challenging them to get back of *every soldier* from their community on the basis of a five-dollar average amount for each soldier, to be earned by the boys and given to the United War Work Campaign.

Cover Every Boy. Cover *every boy*, including those in school, those on the farms, those at work. If the campaign is to reach its goal, it must not by any chance be limited to school boys.

HOW may the appeal to enlist as "Victory Boys" be concrete and so vivid as to lead to action? In this outlined here is proposed. The heart of this plan is into the service shall be prepared, and that some boy, each man on the "Victory Boy" basis.

A boy back of every fighter! This is the challenge to larger cities. In these communities, the name, even the neighborhood. The boys know them all. With what names, one by one, on the lists by the side of the men who live ten miles from a "tank" station on a branch railway, organization is not ne-

Divisions of County Organization

Village or School District.

The smallest local unit of organization for conducting the canvass will be the community or school district of two or three miles radius. If this community is exclusively rural there should be a team of two older boys (sixteen to twenty

years of age). If it contains a village there should be an adult leader who may organize as many teams of boys as necessary.

Township. An average township may have from two to five such local communities. The captains of teams in these communities with the township adult leader make up the township "Victory Boys" Committee. This committee is a sub-committee of the general organization.

County. An average county will contain about sixteen townships. The County "Victory

Boys" leader will hold responsible for starting the communities in his town

Large Towns and Cities. Large towns or cities within the county, headed by an adult leader as suggested above, this overshadow the importance of the farming com-

Instructions for County

1. The county "Victory Boys" leader, a member of the general organization, will work under the direction of the campaign for that county.

2. Instructions concerning the organization, etc., may be obtained from the "Victory Boys" Secretary.

3. The first step will be to form an advisory committee representing the elements of the county's population.

4. In consultation with the county director he will secure the services of the "Victory Boys" leader in each township. The township leaders will pro-



The goal of the "Victory Boy" team in a school district: To

Your Own Home Town

Towns and Rural Communities

support of the United War Work Campaign be made so small towns and cities, and in the open country, the plan at in each neighborhood, a list of the men who have gone perhaps a group of two or three boys, shall get back of

ge to the communities throughout the areas outside the nickname, of every soldier is known throughout his side will the boys of a village or school district place their whom they admire! Let no American boy, though he may fail to have the privilege placed before him. An elaborate, but it must be thorough.

township leader re-campaign in the local p.

For good-sized towns a special organization will be necessary, but an urban centre must not of thorough organizations.

campaign Organization Boys' leader will be campaign cabinet and of the general cam-

g supplies, expenses, the district or state

the selection of an enting the constituent opulation.

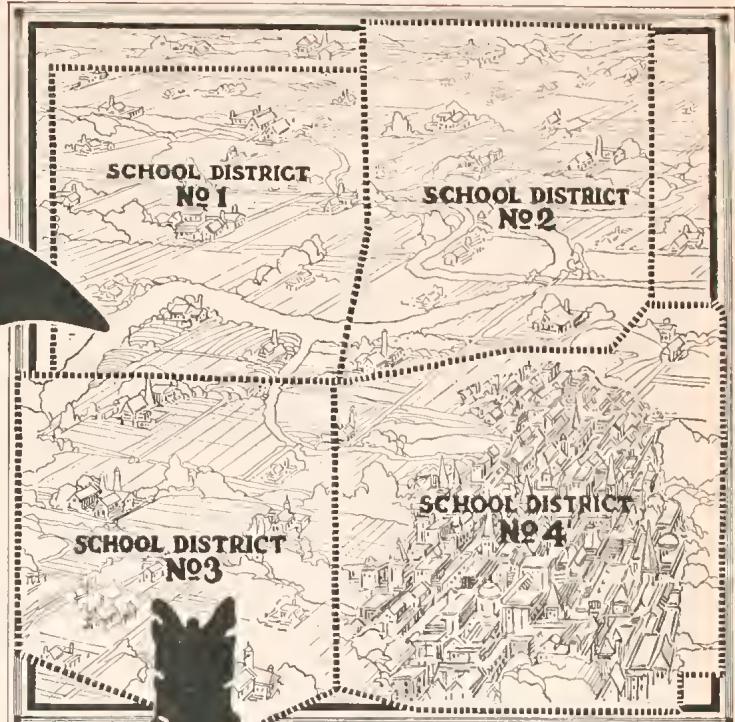
The township campaign appointment of a "Victor of the townships. The created at once to the ap-

pointment of teams of boys to work in each school district. They will also supervise the preparation of the lists of soldiers.

5. In all cases the "Victory Boys" leaders will be connected with the general campaign organization.

6. The campaign will include four general periods: (a) *Period of organization* as outlined above, which should be concluded by October 25. (b) *Period of publicity work*—October 25 to November 11. (c) *The campaign proper*—November 11 to 18. (d) *Period of collections*—After November 18, and to be completed wherever possible by March 1. If the Christmas holidays are used to the utmost most of the collections may be in by January 1.

7. During the period of publicity, October 25 to November 11, the county meetings will be held. The county "Victory Boys" leaders



A typical township, showing school districts

will be responsible for securing the attendance of the township and local Boys Division leaders.

During this period, supplies, such as circulars, posters, etc., will be distributed. Maps of townships may be made, showing the country homes and the best routes for reaching them. Lists of men in the service and boys at home should be prepared by townships and local communities.

Important Additional Suggestions

1. Under no circumstances fail to conduct the campaign in a given community for the reason that "there are no boys there." Though schools in some vicinities may be closed, and many boys away, a well organized canvass will always reveal a number of boys.

2. The County School Superintendent, the County Farm Advisor, the County Boys' and Girls' Agricultural Club leader, and the County Y M C A Secretary will give great help.

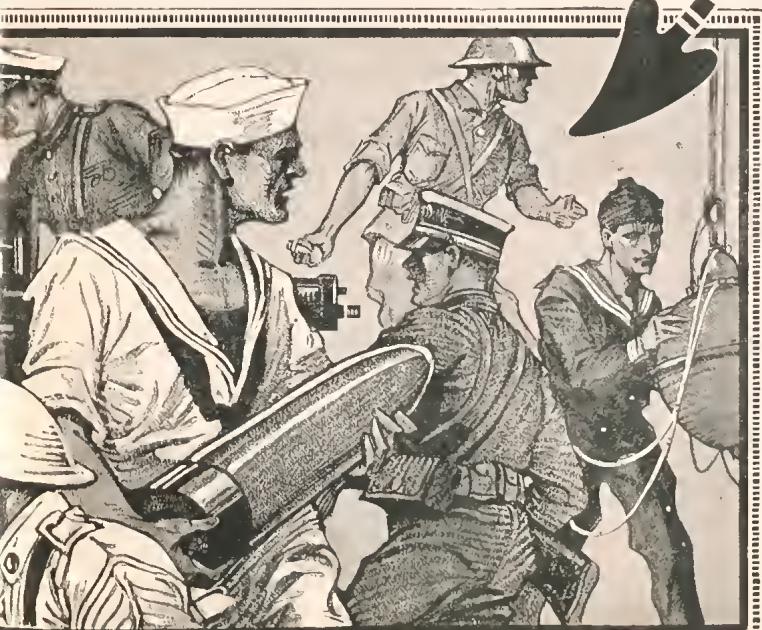
3. Keep in close touch with the county publicity man and the county speakers' bureau.

4. Do not trust the mails but deliver publicity matter personally.

5. Check up frequently by telephone or in person, the township representatives.

6. Use ready-made audiences, such as teachers' conventions, grange meetings, moving picture theatres, high school assemblies.

7. County conferences of older boys are being held in many parts of the country in advance of the campaign. The State "Victory Boys" Executive will give detailed suggestions.—*For instructions to township and local boy leaders, see next page.*



enroll a "Victory Boy" back of each fighter from the district.

Instructions for Township and Local Leaders

UPON the thoroughness with which you do your work rests the final success of the drive to get at least one million American boys back of the allied fighters. Rest assured that what you do will be appreciated not only by those in charge of the campaign, but by the boys whom your enthusiasm and hard work will enlist. Please bear in mind that it will probably be necessary to look to you to follow up the boys who pledge, assisting them to find ways of earning their money, and providing fresh stimulus from time to time, until the last dollar is

The following suggestions are offered to help you in your plans:

1. Use the slogan: "A Victory Boy at home back of every fighter at the front."

2. Keep in close touch with the County "Victory Boy" leader, and with the general organization of which you are a part in your com-

3. Get thoroughly posted regarding the work of the seven agencies uniting in the drive, and with the details of the "earn and give" division.

4. You are asked to get boys between the ages of 12 and 20 years, to back up every soldier who has gone from your township or community, by pledging to earn and give to the United War Work Campaign Fund at least five dollars per soldier. This amount will enable the seven cooperating agencies to provide comfort and cheer to each soldier for five weeks.

5. You will therefore need to prepare a complete list of the soldiers, sailors and marines who have gone from each school district in your field. Use these lists in making the appeal to the boys concrete and vivid.

6. Some boys can give more than five dollars and may thus get back of two, three or more soldiers for five weeks each; some boys cannot give as much as five dollars and will need to work in pairs or groups in order to get back of a man on the five dollar basis. In presenting the appeal, insist on comparing their efforts with the sacrifices of the men at the front, rather than with the subscriptions of their parents. And work until every soldier may know that some boy, or boys, at home, is working, saving, and giving, for him.

7. The following supplies will be obtained from the county chairman: Special "Victory Boy" poster; copies of two pamphlets entitled "What Will Five Dollars Do?" and

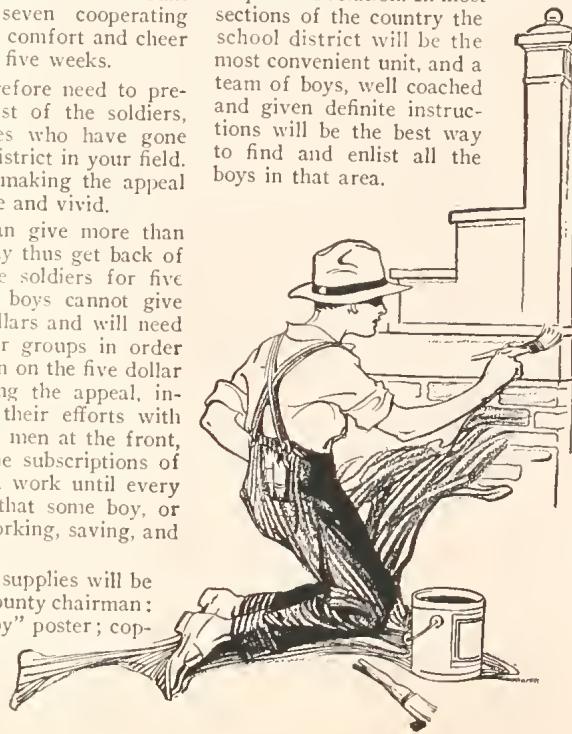
"How Boys Can Earn Money"; pledge cards; buttons and window banners to be given to boys who subscribe; certificate-receipts; honor flags for schools, etc. Insist on receiving this material by November 1st. Use it with care, and if needed, ask for more.

8. There is a county "Speakers' Bureau" with head-quarters at the county office. Seize upon every opportunity to make use of this in getting speakers before schools, churches, etc.

9. *Reports*—Keep a record showing names and amounts of subscriptions, reporting these daily to the local chairman, and send a duplicate report to the county "Victory Boy" executive. Follow his instructions with reference to the disposal of pledge cards.

10. *Conducting the canvass*—Recognize the different faiths and conditions of people in your field and distribute the responsibility wisely. In general, use farm boys to canvass farm boys; employed boys to canvass employed boys; school boys to canvass school boys, etc.—organizing teams as you see fit. Nothing but a house to house canvass will guarantee that every boy has been seen.

11. The organization for a typical township is shown on the map on the preceding page. Study your own township in this relation. In most sections of the country the school district will be the most convenient unit, and a team of boys, well coached and given definite instructions will be the best way to find and enlist all the boys in that area.



Collections

THE general principle will be that whoever is responsible for securing the boys' pledges to "earn and give" will be responsible for seeing that the pledges are paid.

When the subscriptions are taken each adult "Victory Boy" leader will turn the original cards to the chairman of the local committee or to whom he shall direct, keeping a record for himself of each boy and his pledge, and sending a duplicate of this record to the county "Victory Boy" leader.

It will not be wise to leave the collection of the boys' pledges to the same methods used in collecting the pledges of adults. In each school, possibly in each factory, certainly in each neighborhood, the responsibility for following up the boys' pledges should be definitely assigned to some dependable adult, who thus serves in cooperation with the local treasurer or director of collections. As suggested above this man will usually be the man who organized the drive among the boys in the first place.

All money as fast as received, will be turned at once to the local United Campaign treasurer, under no circumstances being remitted direct to the State Headquarters. When a boy finishes paying, the local boy leader will issue him a certificate-receipt, and as often as desired by the county "Victory Boy" secretary should forward to the county headquarters a memorandum of "Victory Boy" pledges paid and outstanding.

The county "Victory Boy" secretary will be held responsible by the state organization for seeing that collections are properly made in his county. In performing this duty he will act as assistant to the county campaign director of collections.

It cannot be too strongly emphasized that the local and county "Victory Boy" secretary should keep a full and complete record of all pledges and all payments, in addition to the treasurer's general accounts.

Frequently special means must be taken to assist boys in earning their money. The man in charge of any employment service thus established will find work for boys only when they are unable to find it for themselves, for it will be a mistake to encourage boys to depend upon other than their own efforts in getting employment.

By holding up the ideal of using the Christmas holidays as the best time for school boys to earn their pledges, most of the money should be paid by the first week in January.

"Victory Boys" Not An Organization

VICTORY BOYS" will not become an organization, even temporarily. Behind the words "Victory Boys" stand only two things, a challenge to America's boyhood, and a great opportunity which is to be presented to every boy in the land to do his personal share in helping to win the war.

A boy who grasps this opportunity, who meets the "Victory Boys'" challenge to service and sacrifice, will sign—not a member-

ship pledge in an organization—but a written promise to earn a specified sum of money, and to give that sum to the United War Work Campaign fund for use in maintaining the morale of our fighting men by providing them with the comforts of home. And the obligation will cease with the payment of the pledge money. Only in the sense that a boy has served his country in the time of greatest need will he remain a "Victory Boy."

Pointed Suggestions For Leaders

A LETTER from the local leader, executive secretary, or the committee, to the boy, telling him of the need of his money overseas and suggesting that he had better "get busy" earning it now—will help get the boy started.

* * *

It will often help if the boys' parents are informed of their son's intention to "earn and give" the money. This can be done through phoning, letters, or newspaper story.

* * *

The local treasurer in most cases is a bank man. If he appoints as his assistant treasurer one of his bank associates to handle the "Victory Boys'" collections it will do two things. First, it will bring the boy to the bank to leave money, helping establish a habit of thrift; second, it will make him have more responsibility regarding his own donations and do business with a bank "Just like Dad."

* * *

Every team should be interested to follow up the boys secured during the campaign. Groups of "Victory Boys" could be formed in each locality to promote this work. This method of collecting will prove very effective.

Correct record should be kept of all "Victory Boys" pledges and payments in order to be prepared at any time to give a correct record of what boys have accomplished.

* * *

Send samples of all printed matter to state, department and national headquarters.

* * *

Have photographs made of boys at work earning in order to give and send copies to each headquarters.

* * *

Be sure to get in touch with any high school papers published. Give them an article setting forth the plan, purpose and facts of the "Victory Boys" and "Victory Girls" campaign. Send to each state executive as soon as possible the names of such high school papers, their editors, and periods and dates of publication. This will also help to follow up work.

* * *

In many schools the principal or one of the teachers will take the responsibility for collecting from the boys and girls. This money should be given to the collector so that the "Victory Boys" campaign will receive proper credit. Much of last year's money was turned into the general campaign and the boys "earn and give" division did not receive its proper accounting.

How to Record Results Victory Boys—Victory Girls

IT can scarcely be expected that the general United War Work Campaign leadership can make adequate provision for recording the returns from all the divisions of the campaign during the campaign week.

However, if each Victory Boys and Victory Girls Executive will cooperate on the following basis, there is every reason to believe that the information can get through and prove a stimulus to the entire campaign.

Each State Executive should endeavor to make effective a mail or telegraph plan within his state, which will bring daily reports to his office from each County Director of Victory Boys and Victory Girls. Each County Director should make effective his own plan for collecting these figures daily and forwarding the same to the State Victory Boys or Victory Girls Executive.

With this material in hand the State Executive will have one of his finest oppor-

tunities for publicity and record within his state.

It is urged that each State Executive wire daily to the Department Executive the number of Victory Boys and Victory Girls enrolled in his state. This will make it possible to obtain quickly by wire the total number of boys and girls enrolled within that Department.

The Department "Victory Boys" and "Victory Girls" Executives will wire national headquarters daily, and the summary of these totals will be wired back to the Department Boys Executives late each night during the campaign.

It is understood that these figures, at best, cannot represent the exact situation. We understand that steps are

being taken to provide for a check-up during the week following the campaign, which check-up will include "Victory Boys" and "Victory Girls," when the figures are available.

It is urged that the reports indicate the number of boys, separate from the number of girls.

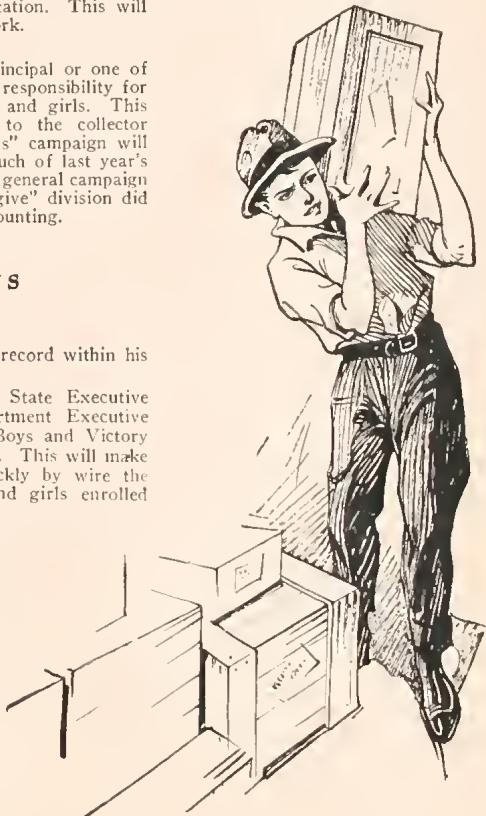
The responsibility will rest with the Boys' Executive at every point to carry the general campaign leader's interest to such an extent that he will desire and cooperate in securing this information.

The Campaign Bulletin II, on "Collections, Custody, and Forwarding of Funds," states on page 4: "The Directors of Collections . . . should open and keep such books and accounts as will enable them to have a complete record of all essential facts in the collecting and forwarding of funds, and should be able to report the amounts collected under the various headings, such as Victory Boys, Victory Girls, etc., etc."

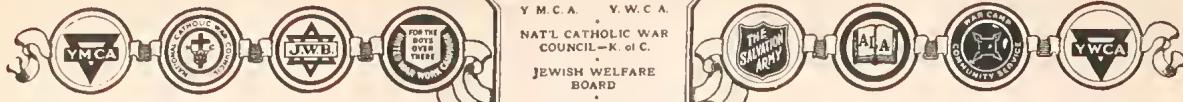
The "earn and give" leaders should make certain that the Director of Collections at every point is furnished with adequate information regarding these plans of the Finance Department.

Insular Possessions

FRED S. GOODMAN, before leaving for San Juan, Porto Rico, fully prepared himself to deliver the story of the Victory Boys and seek to enroll many of the boys of this insular possession. Publicity material concerning Victory Boys has been sent to the Hawaiian Islands and Alaska with the expectation that many boys will enroll.



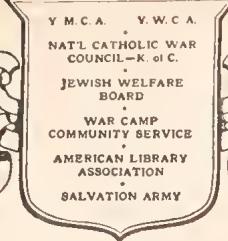
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